

The Effect of Consumer Innovativeness on Consumer Well-being

" An empirical study on consumers of smart devices in Egypt "

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Abstract:

The purpose of this study is to examine the effect of consumer innovativeness on consumer well-being for smart devices consumers in Egypt. The questionnaire was distributed to smart devices users in different categories. 479 out of 525 questionnaires were collected. 443 questionnaires were valid and free of missing data. Multiple regression analysis is employed to test the research hypotheses using Warp PLS 0.7. The research results revealed that consumer innovativeness positively affect consumer well-being.

Keywords: (consumer innovativeness, smart devices brand, consumer well-being).

الملخص:

تهدف هذه الدراسة إلى اختبار العلاقة بين ابتكارية العميل و رفاهية العميل وقد تم تطبيقها على عملاء علامات الاجهزة الذكية في مصر. وقد تم جمع البيانات الميدانية من خلال قائمة استقصاء تم توزيعها على هؤلاء العملاء . حيث تم جمع ٤٧٩ قائمة من عدد ٥٢٥ قائمة تم توزيعها، منها ٤٤٣ قائمة استقصاء صحيحة خالية من الاخطاء. استخدمت الدراسة تحليل الانحدار المتعدد باستخدام اسلوب WarpPLS 7.0 وذلك لاختبار صحة فروض الدراسة، وتوصلت نتائج الدراسة الى وجود علاقة ايجابية بين ابتكارية العميل و رفاهية العميل عن طريق الأبعاد الممثلة لهم.

الكلمات الرئيسية : ابتكارية العميل، رفاهية العميل، ماركات الاجهزة الذكية.

1) Introduction

Smart devices are usually composed of a hardware layer, a network layer, and an application layer (Baudier et al., 2020). You are probably thinking “I don’t need all of this, My home is just fine.” True enough, but smart technology aims at providing you with comfort and ease (Sovacool et al., 2020).

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Continuing technological devices have rolled out giant enhancements in marketing during the last ten years (Adapa et al., 2020; Vlahović et al., 2015). So as to continue aggressively competitive in global markets and to stay conscious of novel technological innovations, companies might persistently provide consumers with seamless and simple services to required products (Lee and Shin, 2018; Ramadan et al., 2017).

The number of Voice Assistant personal assistants are significantly increasing, as more people are using them more frequently. Voice Assistant personal assistants include commonly-used mobile applications and home devices such as Apple's Siri, Amazon's Alexa, Amazon's Echo as well as companion and health care automatons such as Kuri robots (Poushneh, 2021).

In addition, well-being has been studied for a long time in various fields (Chen et al., 2019; Finsterwalder et al., 2017). It can be defined as the extent to which a certain consumer good/service provides the overall perception of the quality of life (Sirgy, Lee & Rahtz, 2007). In other words, the level of quality of life is a crucial standard in determining well-being (Kim & Asif, M., 2019).

The conceptualization and more compelling estimation of consumer innovation with regards to technologies and innovation utilization could thus be researched to better clarify consumer patterns in connection to these new smart devices.

1.1) Research Gap

After reviewing the literature, some research gaps were found regarding consumer innovativeness in field of smart devices brands. However, While no single set of variables is the key to consumer well-being, the absence of empirical studies on the interrelationships between consumer innovativeness and consumer well-being is observable in the literature. Based on the above relations between variables in previous studies and other relations were offered in the literature review, no previous study examined the direct impact of consumer innovativeness on consumer well-being. Despite the seemingly significant impact of smart devices on people's well-being, no research explicitly addresses the issue of how smart devices impacts one's overall sense of well-being.

However previous studies also neglected the effect of consumer innovativeness on customer well- being through, thus this study contributes by in field of consumer of smart devices. Consequently, this study looks for answering the following questions:

1.2) Research Questions

1. What is the effect of consumer innovativeness on consumer well-being ?
2. What is the effect of consumer innovativeness on hedonic consumer well-being
3. What is the effect of consumer innovativeness on eudemonic consumer well-being ?

2) Literature Review and Hypotheses Development:

2.1) Consumer Innovativeness:

Innovation theory in marketing is invented from the research of the economist Joseph A. Schumpeter, who pointed to innovation as definitely dissimilar to invention. As far as Joseph A. Schumpeter is concerned, innovation includes for example, construction of new factory and its equipment; establishment of a new businesses project and the growth from a new employee to be a manager (Schumpeter, 1942). Innovativeness concept in marketing context recognizes many levels including: individual innovativeness, management innovativeness and team innovativeness (Wang, 2004) or organizational innovativeness (Roffe, I., 1999; Riivari, 2012).

The definition of group innovativeness is the ability of adapting to do some changes. While Roffe, I., (1999); Riivari, (2012) defined organizational innovativeness as the need, tendency and ability of an organization to get involved in supporting new ideas, results, experiments and other creative processes that produce innovation. The consumers' craving to pursue pleasure and novelty by adopting new product is broadly defined in the earlier researches as consumer innovativeness (Agarwal and Prasad, 1998; Midgley and Dowling, 1978; Hirunyawipada and Audhesh, 2006).

Significant efforts was made to investigate innovativeness among information systems literature, which is defined as one of information technology acceptance determinants (Agarwal and Prasad, 1999; Rijnsoever and Castaldi, 2011). Diffusion theory used concept of innovativeness to describe the process by which an innovation is adopted or related to a member of social system (Rogers, 2003).

In buying innovative product decision process, Caro, Mazzon, and Caemmerer (2010) revealed that consumers are stimulated by group of factors that raise an innovativeness behavior. Between these factors, marketing is interconnected with the atmosphere in which they are inserted, the change in new technology, differences among online stores and offline stores, and innovative marketing strategies are changing purchasing behaviors and habits.

Consumer innovativeness states the "consumption of newness" (Roehrich, 2004). Agreeing with Steenkamp et al (1999), studies increased related to consumer behavior towards innovation in the late of 1990. They displayed that consumers vary in their attitude toward novelty or new ideas in a vary degree. Steenkamp, Hofstede, and Wedel (1999) referred to consumer innovativeness as tendency to purchase novel and different brands or products rather than continue using previous choices. Some theorists defined the consumer innovativeness according to personality traits (Park et al., 2010), and others defined it according to behavioral approach.

2.2) Consumer Well-being

This study adopts the consumer well-being definition of (Lee and Sirgy 2004, 2005; Sirgy 2001; Sirgy and Lee 2006; Grzeskowiak & Sirgy, 2007). They asserted that

marketing influences consumer well-being in large part. The concept of consumer well-being is inherently guided by a different concept level, namely the link between consumer satisfaction and quality of life. In other words, all the conceptualizations and measures of consumer well-being that are reviewed in marketing area are grounded on assumption that high levels of consumer well-being leads to higher levels of consumer's quality of life, higher levels of life satisfaction, overall happiness with life, absence of ill being, greater societal welfare (Grzeskowiak & Sirgy, 2007). The current study stated two dimensions for consumer well-being are as follows:

2.2.1) Hedonic well-being

Hedonic well-being is rooted in the ideas of pleasure and happiness (Diener & Lucas, 1999) and thus can also be applied to individual and collective levels of consumer entities.

Hedonic well-being refers to a general happiness of the consumer, and simply meeting the needs of consumers may have very well met this criteria in the past, as consumers tend to have a general sense of happiness when needs are met (Ryff, 1989).

2.2.2) Eudemonic well-being

Eudemonic well-being emphasizes the realization of potential, this definition is consistent with Sen's (1999) conceptualization of the quality of life as the development of human capabilities and freedom. However, well-being is shown to go beyond satisfaction in that it is the link between that satisfaction and one's quality of life (Sirgy et al., 2007). Furthermore, eudemonic well-being is appropriately applied to individual, collective, and even ecosystem levels (Finsterwalder, J., & Kuppelwieser, V. G. ,2020).

Eudemonic well-being deals with making life easier for individuals in some way. This could include increased access to particular groups, increased literacy, decrease in barriers due to disparity between groups, and overall health (Anderson et al. 2013).

2.2.3) Research objectives

The researcher developed research model to examine its relations between variables and get results, which associated to the Egyptian market and customers, after that she intend to recommend some practical recommendations to enhance the use of consumer innovativeness in the Egyptian market, this is achieved by focusing on the following objectives:

- 1) Investigate the effect of consumer innovativeness on customer well-being.
- 2) Define the effect of consumer innovativeness on hedonic customer well-being.
- 3) Examine the effect of consumer innovativeness on eudemonic customer well-being

2.3) Research hypotheses Development:

2.3.1) Consumer innovativeness and consumer well-being:

Do you know that Alexa device is Tig Notaro (the youtuber, comedian and writer) best friend?, this is the extent to which innovations can afford and secure for consumer well-being. However, well-being is a multidimensional construct that is involving physical, social, subjective and emotional components (Pressman, Kraft, and Bowlin, 2013). Maggioni, I., Sands, S., Kachouie, R., and Tsarenko, Y. (2019) study set forward a conceptual framework investigating the effect of consumer decision making four styles: consumer innovativeness, shopping consciousness, , price and time pressure on improving shopping center well-being.

Accordingly, most of innovative consumers supposes that retailers provide reliable and superior shopping experiences (Bartels and Reinders, 2011; Fowler and Bridges, 2010). It is proposed that consumers perceive shopping experience is innovative when it is driven by both functional and hedonic factors which contributes to their well-being through hunt for novelty (Maggioni, I., Sands, S., Kachouie, R., and Tsarenko, Y. 2019). However, higher consumer innovativeness means higher prospects from store and shopping activities causing lower risk tolerance related to the shopping activities (Fowler and Bridges, 2010; Truong, 2013).

Impulse buying behavior which is one of consumer innovativeness construct dimension is often complemented by emotions of excitement and pleasure and strong urge to buy (Chen, Su, and Widjaja 2016; Rook 1987; Rook and Fisher 1995; Xiang et al. 2016). Impulsive buying behavior means consumers has a tendency to buy unexpectedly and unreflectively (Rook and Fisher 1995) and has a powerful desire for satisfaction immediately (Hoch and Loewenstein 1991; Thompson, Locander, and Pollio 1990).

Impulse buying represents a mean of decreasing negative emotions (Verplanken et al. 2005). Products play a psychological role in consumers' lives (Dittmar 2000, 2001, 2004), since they make purchases to control their feelings (Elliott 1994), obtain social status (McCracken 1990), and look for better self-image by the symbolic meanings related to material products (Dittmar 1992, 2004). Impulse buying from low to moderate levels can be enjoyable, oriented by hunting hedonic goals (Silvera, Lavack, and Kropp 2008).

Last research issue deals with the association between subjective well-being and neo-phobic consumer innovativeness (Oropesa, 1995). In examining the allegedly modern impulsive desires for stimulation through novel experiences in the marketplace, this study complements efforts to document the relationship between various indicators of subjective wellbeing and materialistic values (see Belk, 1985; Richins and Dawson, 1992). Consumption with an impulsive buying is behavioral mechanism mostly

associated to women who used it to reduce negative emotions and increase positive ones to enhance their well-being (Ortiz, Rodríguez and Quintanilla, 2020).

Furthermore, according to Dabestani, Heydarzadeh and Amirshahi (2011), innovativeness has direct effect on shopping quality of consciousness which demonstrates that society has innovative consumers who search for new products quality.

Accordingly, when it comes to technology it seems nothing is impossible. This study suggested that smart devices which makes almost everything is wireless and using web-enabled remotely such as iPads and smartphones, we can utilize at our fingertips, wherever technology plays an important role in each part of our lives as well as our houses. Recently, there are high improvements in making our homes smarter, making our lives easier, and enhance our quality of lives and well-being.

Based on the mentioned factors, this study suggested the following hypothesis:

H1) Consumer innovativeness has a significant effect on consumer well-being.

2.3.2) Consumer innovativeness and Hedonic Consumer Well-being

Hedonic value is associated to joyfulness and playfulness, pleasure and innovativeness of shopping experience (Scarpi et al. 2014). Favorable emotional experience is the main antecedent of hedonic (Jackson et al. 2011).

On other hand, Scarpi (2012) claimed that online experience should meet the hedonistic positioning of consumers exploration, innovativeness and stimulating by using color, videos and music which are considered sources of consumers satisfaction (Scarpi, 2012).

Furthermore, It is asserted that develop innovative experiences is important to generate emotions and hedonic value, invest in activities which help to stimulate consumer innovativeness, cause positive feelings which increase customer satisfaction, improve new tools that help retailers achieving this (Cachero, 2017). Based on the mentioned factors, this study suggested the following hypothesis:

H2: Consumer innovativeness has a significant effect on Hedonic consumer well-being

2.3.3) Consumer innovativeness and Eudemonic Consumer Well-being

Davenport et al., (2020) revealed that when consumers are involved in exploratory behavior, they expand their information and learn more to fill their information gap. On other hand, consumers who participate in exploratory behavior will enhance their information, learning, feel satisfied with voice assistant personality and are likely to continue using them (Poushneh, A., 2021). Based on previous studies, this research suggests the following hypothesis:

H3: Consumer innovativeness has a significant effect on Eudemonic consumer well-being

Depending on the previous hypotheses, the study developed the conceptual framework that presents in the following figure (1)

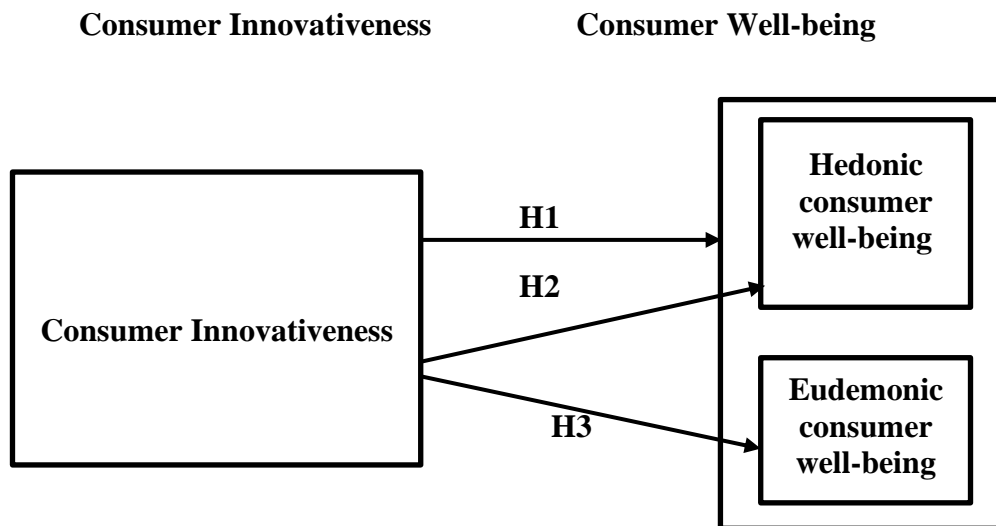


Figure 1: The Research Conceptual Framework Research importance

- 1) The main purpose of the current study is to examine the influence of consumer innovativeness on hedonic consumer well-being, which considered nowadays the core of new marketing tactics in, however with the current trend of smart devices brands between consumers.
- 2) The current study aims to add value to the marketing domain by fill this gap and confirm on the significance of consumer innovativeness on eudemonic consumer well-being, and is looking forward to guide the future research in this field, through recommendations to new researchers.
- 3) The current study provides important implications for the marketers in Egyptian market by clarifying the role of consumer innovativeness to consumers activities and facilitate their work by understanding how to use consumer well-being and tactics to enter new smart devices markets and enlarge the company profitability.
- 4) In addition, this study determine the effect of consumer innovativeness on customer well-being.

3) Research Method

3.1) Population and Sampling

The current research would be applied to smart devices consumers in Egypt, it aims to investigate their opinions of the different brands such as Apple, Samsung, in the Egyptian market. The researcher assumed that this study framework is online market platform through convenience sample using systematic intersect sampling method. As sample is minimum 384 valid questionnaires which are collected by using the Google online survey platform. Using Warp PLS 6.0, SPSS Statistics software is used to analyze the relationship between variables.

3.2) Variables Measurement

For measuring all variables, a five-point Likert-type is used ranging from strongly disagree (1) to strongly agree (5). Based on research, there are two dimensions or sub-factors to the consumer innovativeness: This study scale was based on the literature on the psychological state of innovativeness (Litman & Spielberger, 2003), as it is adequate to field of smart devices.

Participants will report on a 5-point Likert scale (1 represented “not at all” and 5 represented “extremely”). Consumer well-being is measured by six items five-point Likert type scales based on the literature of perception of quality of life (Sirgy et al., 1998) which classified into Hedonic well-being and Eudaimonic well-being.

3.3) Data analysis

The study adopted multi regression analysis using Warp PLS version 7.0 including two parts, named measurement model and structural model.

3.3.1) Measurement Model:

Face validity is correlated to particular qualities, such as completeness of the questionnaire's items, transparency, and clarity (Colton & Covert, 2007). Moreover, Salkind (2010) claimed that in order to verify the questionnaire's content validity, the initial questionnaire was directed to academic experts. The group comprises five assistant professors and professors¹ from different universities who are specialized in business management.

The validity and reliability of the measurement model should be investigated, before examining the relationships between the research variables (Fornell and Larcker, 1981). In order to assess the value of construct validity, the value of convergent and discriminant validity should be examined. Firstly, the convergent validity was tested by using the factor loadings. Fornell and Larcker (1981) proposed that average variance extracted (AVE) values of loadings that are equal or greater than 0.5 are considered to be significant (Hair et al., 2010).

Furthermore, Cronbach's alpha (α) and composite reliability (CR) for each of the constructs are greater than the suggested beginning of 0.70. This reveals that the measures were reliable (Hair et al., 2010). Table (1) shows that AVE is above 0.50 for all constructs. So, this indicates an adequate convergent validity.

Table (1)
Loading, Cronbach's Alpha, Composite reliability and Average Variance Extracted

Code	Constructs, dimensions, and indicators	Loading	α	CR	AVE
CI	Consumer Innovativeness		0.801	0.916	0.735
	CI1	0.755			
	CI2	0.749			
	CI3	0.918			
	CI4	0.834			
	CI5	0.787			
	CI6	0.755			
	CI7	0.749			
	CI8	0.918			
	CI9	0.834			
	CI10	0.787			
	CI11	0.755			
CWh	Consumer hedonic well-being		0.782	0.873	0.696
	CWh1	0.753			
	CWh2	0.761			
	CWh3	0.781			
CWe	Consumer eudemonic well-being		0.801	0.883	0.715
	CWe1	0.759			
	CWe2	0.726			
	CWe3	0.678			

According to table (1), the values of cronbach's alpha are accepted because they are higher than 0.7. As well, the values of AVE range between 0.4 and 0.5 and composite reliability values are higher than 0.6 which can be accepted according to Fornell and Larcker (1981).

Likewise, discriminant validity is evaluated in table (2). This table shows the correlations between the factors and the square roots of AVEs. It also presents that the values of the square root of AVE should be higher than the inter-constructs correlations (Fornell and Larcker, 1981). Thus, the discriminant validity is accomplished. Lastly, the measurement model has satisfied all the factors utilized to measure validity and reliability.

Table (2)

Construct Correlations and Square Root of Average Variance Extracted

Construct	Mean	SD	CI	CWh	CWe	
CI	2.9250	1.32795	0.761	0.675	0.615	
CWh	2.9250	1.43133	0.675	0.834	0.756	
CWe	4.3250	1.39229	0.615	0.756	0.846	
Note: Square roots of average variances extracted (AVE's) shown on diagonal						
* P value < 0.001						

3.3.2) Structural model and hypotheses testing:

Byrne (2010) revealed that structural model is not only utilized to test the hypothesized research model, but also to present the causal relationships between research constructs. Causal relationships between latent variables are the definition of a structural model. The goal of a structural model is examining the analyzed research model.

Three subsequent measures, namely Average Path Coefficient (APC), Average R-squared (ARS), and Average Variance Inflation Factor (AVIF) are applied to estimate the comprehensive fit of the model fit indices. Kock (2013) suggested that APC and ARS were significant if (P < 0.05), while the value of AVIF must be lower than 5. According to this study results, APC is 0.158 and p-value < 0.001, ARS is 0.072 and p-value < 0.001, both values are significant. Also AVIF is 1.202 and it is significant because it is < 5. Table (3) presents the indices utilized to test the fit structural model and the findings related to the study's hypotheses. Effect sizes (f^2) were used to evaluate the extent to which the predictor latent variables affect the dependent variable.

Table (3): The results of testing the research relationships

H	Exogenous variables	Endogenous variables	Path coefficient	Effect size f^2	results
H1	CI	CW	0.803	0.768	Supported
H2	CI	CWh	0.677	0.509	Supported
H3	CI	CWe	0.146	0.192	Supported
Note: P value < 0.001					

According to table (3), it is clear that consumer innovativeness has an effect on consumer hedonic well-being ($\beta = \mathbf{0.703}$, $P < 0.001$) with effect size ($f^2 = \mathbf{0.568}$) supporting H1. Consumer innovativeness has an effect on consumer eudemonic well-being ($\beta = \mathbf{0.577}$, $P < 0.001$) with effect size ($f^2 = \mathbf{0.409}$) supporting H2. Consumer innovativeness has an effect on consumer hedonic well-being ($\beta = \mathbf{0.136}$, $P < 0.001$) with effect size ($f^2 = \mathbf{0.092}$) supporting H3. Consumer innovativeness has an effect on consumer eudemonic well-being ($\beta = \mathbf{0.173}$, $P < 0.001$) with above effect size ($f^2 = \mathbf{0.107}$) supporting H4.

4) Discussion

The current study investigate the direct effect of consumer innovativeness on consumer well-being. Furthermore, this effect includes two parts. The first part estimates the effect of consumer innovativeness on consumer hedonic and eudemonic well-being (H1,H2). The second part estimates the effect of consumer innovativeness on consumer hedonic and eudemonic well-being (H3).

As discussed in the present research, this hypothesis refers to the effect of Dualistic Model of Consumer innovativeness on both types of well-being without distinction. As will be seen below, this is because consumer innovativeness, and especially harmonious consumer innovativeness, can positively contribute to both. Consumer innovativeness has been considered essential to all good teaching (Day, 2004), because it is a motivational force which could favor teachers well-being and which affect students motivation (Patrick, Hisley, Kempler, & College, 2000), enjoyment (Frenzel, Goetz, Lüdtke, Pekrun, & Sutton 2009), and achievement (Moe, 2016).

Moe, Pazzaglia and Ronconi (2010) have demonstrated positive relationships between this variable and some well-being indicators: positive affect, job satisfaction, and self-efficacy. The third aspect is subjective happiness and self-rated in comparison with other people e which is a central aspect of well-being (Lyubomirsky, Sheldon, & Schkade, 2005).

If harmonious consumer innovativeness originates from an autonomous internalization of the activity into one's identity, then obsessive consumer innovativeness emanates from a controlled internalization and comes to control the person (Vallerand, R. J., 2012). More specifically, Carpentier, Mageau & Vallerand (2012) stated in their theoretical claim that while having a more harmonious consumer innovativeness toward an activity seems to enhance one's well-being, people who are more obsessively consumer innovativeness ate about their activity seem to experience higher levels of psychological distress.

5) Implications

First, this study's findings revealed evidence for these reciprocal workplace relationships between consumers well-being and their consumer innovativeness about smart devices, as the study revealed that consumer innovativeness personality trait (harmonious consumer innovativeness) has a significant positive effect on consumer hedonic well-being, also consumer innovativeness personality trait (harmonious consumer innovativeness) has a significant positive effect on consumer eudemonic well-being.

Furthermore, the study further clarifies evidence for these reciprocal workplace relationships about smart devices, as the study revealed that consumer innovativeness personality trait (obsessive consumer innovativeness) has a significant positive effect on consumer hedonic well-being, also consumer innovativeness personality trait (obsessive consumer innovativeness) has a significant positive effect on consumer eudemonic well-being.

Second, the study's results contribute to the literature by highlighting the dimensions of consumer innovativeness named harmonious and obsessive, and their significant positive effect on consumer well-being. According to prior findings, this study has opened a new path for other researchers regarding consumer innovativeness and consumer well-being.

6) Limitations and Future Research

Although this study provided insights into the specific issues on consumer innovativeness, customer well-being of smart devices brand and presented useful theoretical and practical implications, it still holds certain limitations;

Firstly, the empirical study's results are supported with evidence mainly from only areas in Egypt. The geographical sampling frame is the main reason for selecting the cases in those areas in which they contain the largest pool of customers of smart devices brands in Egypt. Future research could be applied on customers of smart devices brands in a different area or a wider geographical sampling frame.

Secondly, given the limitations of time and resources, the study tested the research hypotheses via questionnaire that provided cross-sectional data. The study's results didn't give any indications about the changes in the research variables over time. Thus, future studies could benefit from a longitudinal or time series study to observe the changes in smart devices as a result from the changes in consumer innovativeness.

Moreover, this study concentrated on the role of smart devices consumer innovativeness in maximizing returns on well-being. Some external driving forces that directly and indirectly affect returns on consumer well-being were indicated only briefly in this study and may be recommended for future studies.

Furthermore, the purpose of this thesis is not intended to generate a general explanation to other drivers. Otherwise, it offers an in-depth analysis to the role of consumer innovativeness to maximize consumer satisfaction and well-being which can be a rich scope for future researchers.

During the fieldwork, The US Dollar sharp fluctuations against the Egyptian pound occurred as uncontrollable factors and the purchases of smart devices brands in Egypt are affected by these changes. Throughout the fieldwork of face-to-face interviews since October, 2022 to March, 2023, and the time span for collecting questionnaires that lasted over 6 months, the market situations and importing rate of these smart products are affected and are changed quite radically.

Finally, researchers who focus on the Middle East countries could make great contributions. Furthermore, future studies could use social media bloggers as a sampling unit rather than ordinary customers for smart devices in order to evaluate their responses to innovativeness among their favorite smart devices brands.

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